RJ Reynolds Tobacco Company

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July 27, 1998

Dear Shop Rite Member:

We have made a slight change to our Couponing Program announced in our letter dated July 22.

- Beginning in August and throughout September store RJR Retail Representatives will be contacting Shop Rite stores to place cartons on all styles of the following Brand Families
  - Winston $ 2.50
  - Salem $ 3.00
  - Doral $ 2.50

The State of New Jersey recently sent a letter to all Retailers stating that only Manufacturer's Coupons could take the retail price of cigarettes below state minimum.

Couponing dates for the 4th Quarter will be announced in August.

- In the very near future Shop Rite's own cigarette brand WORTH will be reduced in price. This price reduction (from RJR) will bring about a new state minimum price on WORTH, and enable your store(s) to have one of the lowest priced cigarette brands in your marketplace. Timing and new pricing will be announced by Wakefern.

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Source: https://www.industrydocuments.ucsf.edu/docs/lhjy0000

I'm sure that you will agree that both of these Programs will help to enhance the Cigarette Category in Shop Rite during the balance of 1998.

I have attached a flyer for use in notifying your stores regarding the WINSTON, SALEM, DORAL Coupon Program.

Please call me if you have any questions.

Nick Kuruc

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